ORDER

KLAS

Alt Order #: 08833337

Product Desc: AMERICAN CROSSROADS

36854

Estimate: 692

Flight Dates: 10/02/12 - 10/08/12

Original Date / Rev: 08/01/12 / 10/01/12

Order Type: GENERAL

Primary AE: Sales Office:

Billing Type:

Billing Calendar:

Sales Region:

Mike Jones K-WAS

National

Agency Name:

Buying Contact:

Billing Contact:

Order / Rev:

66 Canal Center Plaza

Cross Roads Media

Alexandria, VA 22314

Billing Cycle: Agency Commission:

15%

Cash

Broadcast

EOM/EOC

09/12/10

00:10:00

Advertiser

Orders

Name:

American Crossroads

Demographic:

A35+

Product Codes:

PO4

LV2 Priority: Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date # S		Gross Amount	Net Amount		
10/01/12	10/08/12	68	\$141,550.00	\$120,317.50		

T	o	ta	al	5

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	68	\$141,550.00	\$120,317.50	0.00	
Totals	68	\$141,550.00	\$120,317,50	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$141,550.00
Market	100%	\$471.833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$117,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$23,591.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1	8	10/02/12	10/05/12	137-237a M-F Ele	ec Plyg@M	137-207a	-TWTF	:30	4	\$100.00LV2	0.00 NM	4	\$400.00
				Electric Playgrou	nd	(1:37 XM-2:3	7 XM)						
	NATE B	ERKUS											
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/	01/12	10/07/12	-TWTF	4	\$100.00	0.00						
E 2	8	10/08/12	10/08/12	137-237a M-F Ele	ec Plyg@M	137-207a	M	:30	1	\$100.00LV2	0.00 NM	1	\$100.00
				Electric Playgrou	nd	(1:37 XM-2:3	7 XM)						

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KLAS

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36854

Advertiser:

American Crossroads

Alt Order #:

08833337

Product Desc: AMERICAN CROSSROADS

Flight Dates:

10/02/12 - 10/08/12

Estimate:

692

Ln Ch Start End NATE BERKUS	Inventory Code Brea	k Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12		<u>k Rate</u> 1 \$100.00	Rating 0.00					
E 3 8 10/07/12 10/07/12	2 8 News Now Sun 5-7p CM 8 News Now Sun	4-430p, 630-	·7pS	:30	1 \$1,500.00LV1	0.00 NM	1	\$1,500.00
SUNDAY EVE ROTATION			.					
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12		<u>k Rate</u> 1 \$1,500.00	Rating 0.00					
E 4 8 10/07/12 10/07/12	2 8 News Now Sun AM #CM 8 News Now Sun AM #1	8 News Now	Sun AS	:30	1 \$500.00LV2	0.00 NM	1	\$500.00
8 NEWS NOW SUN MORN			5					
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 <u>10/07/12</u>	Weekdays Spots/Wee	<u>k Rate</u> 1 \$500.00	Rating 0.00					
E 5 8 10/07/12 10/07/12		8 News Now	Sun AS	:30	1 \$1,500.00LV1	0.00 NM	1	\$1,500.00
8 NEWS NOW SUN MORN	8 News Now Sun AM #2 IING #2							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12		<u>k Rate</u> 1 \$1,500.00	Rating 0.00					
	P. CBS News Sunday Morr@M		/ MorniS	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
CBS SUNDAY MORNING	CBS News Sunday Morning							
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 10/01/12 10/07/12		1 \$2,000.00 art/End Time	0.00 v	Veekdavs	Length Rate	Rtg Type		
	CBS News Sunday Morning CB		-	St				
See MG 6.2 [da]								
2 8 10/06/12-10/06/12	Sat Prime Special 8-1	0р	-	sa	- :30 \$2,000.00	0.00 NM		
● MG for 6.1 10/07								
E 7 8 10/02/12 10/05/12	2 8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	-TWTF	:30	4 \$2,200.00LV1	0.00 NM	4	\$8,800.00
8 NEWS NOW @ 11P	· .		5 #					
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12		<u>k Rate</u> 4 \$2,200.00	<u>Rating</u> 0.00					
E 8 8 10/08/12 10/08/12	8 News Now 11p M-F CM	11-1135p	M	:30	1 \$2,200.00LV1	0.00 NM	1	\$2,200.00
8 NEWS NOW @ 11P	8 News Now 11p M-F							
Start Date End Date			Rating					
Week: 10/08/12 10/14/12 E 9 8 10/02/12 10/05/12		1 \$2,200.00 9-10a	0.00 -TWTF	:30	4 \$850.00LV2	0.00 NM	4	\$3,400.00
	Live With Regis & Kelly	5 100			. •	0.00	·	70,100.00
LIVE WITH KELLY Start Date End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 10/01/12 10/07/12	-TWTF	4 \$850.00	0.00					
E 10 8 10/08/12 10/08/12	2 Live w/Kelly CM Live With Regis & Kelly	9-10a	M	:30	1 \$850.00LV2	0.00 NM	1	\$850.00
LIVE WITH KELLY								
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	•	<u>k Rate</u> 1 \$850.00	Rating 0.00					
	2 630-7p Inside Edition CM	630-7p	-TWTF	:30	4 \$1,300.00LV2	0.00 NM	4	\$7,800.00
INSIDE EDITION	Inside Edition							
Start Date End Date		_	Rating					
Week: 10/01/12 10/07/12 Spot Ch Date Range		4 \$1,300.00 art/End Time	0.00 <u>V</u>	<u>Veekdays</u>	Length Rate	Rtg Type		
2 8 10/01/12-10/07/12	630-7p Inside Edition 63	0-7p	_	TWThF				
See MG 11.5 [Program PE'd due Pre	esidential Debate - bco]							
5 8 10/03/12-10/03/12	Wed 9-10p 9-1	0р	-	-W	- :30 \$3,900.00	0.00 NM		
MG for 11.2 10/03 [Pgm PE'd due to Pres	Debate]				1			
					· · · · · ·		•	

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KLAS

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Advertiser:

American Crossroads

Alt Order #: Flight Dates: 08833337

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10/02/12 - 10/08/12

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692

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 12	8	10/08/1	2 10/08/12	630-7p Inside Edition	tion CM	630-7p	M	:30	1	\$1,300.00LV2	0.00 NM	1	\$1,300.00
I	NSIDE	EDITIO	N										
\/		art <u>Date</u> /08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,300.00	Rating 0.00						
E 13	8		2 10/05/12			12-1230p	-TWTF	:30	4	\$850.00LV2	0.00 NM	4	\$3,400.00
	10011	NEMO		8 News Now Noo	n M-F								
r		NEWS art Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
We	ek: 10		10/07/12	-TWTF	4	\$850.00	0.00						
E 14	8	10/08/1	2 10/08/12	8 News Now Noor		12-1230p	M	:30	1	\$850.00LV2	0.00 NM	1	\$850.00
1	NOON	NEWS		8 News Now Noo	n IVI-I-							i	
·		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
		/08/12	10/14/12	M	1	\$850.00	0.00						
E 15	8	10/02/1	2 10/05/12	8 News Now 5-63 8 News Now 5-63	•	5-630p	-TWTF	:30	4	\$1,500.00LV2	0.00 NM	4	\$6,000.00
8	NEW	S NOW (@ 5P & 530F									i	
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
E 16	ek: 10 8		2 10/08/12	-TWTF 8 News Now 5-63		\$1,500.00 5-630p	0.00 M	:30	1	\$1,500.00LV1	0.00 NM	1	\$1,500.00
L 10	Ü	10/00/1	2 10/00/12	8 News Now 5-63		О ОООР		.00	•	41,000.00	0.00	,	41,000.00
8			@ 5P & 530F		0 - 1 - 1	5.4	D-4'						
We	<u>Sta</u> ek: 10	art Date /08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00						
E 17	8		2 10/05/12	Price Is Right	CM	10-11a	-TWTF	:30	1	\$3,500.00LV1	0.00 NM	1	\$3,500.00
_			_	Price Is Right									
F		IS RIGHT	End Date	Weekdays	Spots/Week	Rate	Rating						
We	_	/01/12	10/07/12	-TWTF	1	 	0.00						
E 18	8	10/02/1	2 10/05/12	8 News Now 4p M		4-5p	-TWTF	:30	4	\$1,300.00LV2	0.00 NM	4	\$5,200.00
۶	NEW	S NOW	@ 4P & 430F	8 News Now 4p N	/I-F								
		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
		/01/12	10/07/12	-TWTF		\$1,300.00	0.00	-20		#4 200 001 \/D	0.00.004		£4 200 00
E 19	8	10/08/1	2 10/08/12	8 News Now 4p N 8 News Now 4p N		4-5p	M	:30	1	\$1,300.00LV2	0.00 NM	1	\$1,300.00
8	NEW	S NOW (@ 4P & 430F										
141		art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating 0.00						
E 20	8 8	10/02/1	10/14/12	8 News Now 6a M		\$1,300.00 6-7a	-TWTF	:30	4	\$1,200.00LV1	0.00 NM	4	\$4,800.00
	J	10/02/	10/00/12	8 News Now 6a N						• • • • • • • • • • • • • • • • • • • •			
8		S NOW (_	Modeleleve	Snoto Mack	Bata	Rating						
We		art Date /01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$1,200.00	0.00						
E 21	8			8 News Now 6a M		6-7a	M	:30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00
	D NIENA	IC NOW	æ €∧	8 News Now 6a N	∕l-F								
•		/S NOW (<u>art Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
We		/08/12	10/14/12	M		\$1,200.00	0.00						
E 22	8	10/06/1	2 10/06/12	CBS Early Show		5-7a	S-	:30	1	\$550.00LV1	0.00 NM	1	\$550.00
:	SAT E	ARLY SH	ow	CBS Early Show	- Jai.								
		art Date	End Date	Weekdays	Spots/Week		Rating						
E 23	eek: 10 8	10/02/1	10/07/12	CBS This Morning	1 7-9a CM	\$550.00 7-9a	0.00 -TWTF	:30	<u></u>	\$1,000.00LV1	0.00 NM	4	\$4,000.00
⊏ 23	0	10/02/1	12 10/03/12	CBS This Morning		1-3a	-	.50	7	₩1,000.00E4	U.UU 111VI	•	ψ-1,000.00
(HIS MOR					D-4'						
101		art Date 1/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$1,000.00	Rating 0.00						
E 24	8		12 10/08/12		CM	7-9a	M	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
	-											•	

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10/02/12 - 10/08/12

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692

Ln Ch Start End	Inventory Code Break	Start/End	Time Davs	Len S	pots Rate Pri	Rta Type	Spots	Amount
	CBS This Morning 7-9a				pote viate via		-	
	CBS This Morning							
CBS THIS MORNING Start Date End Date	Weekdays Spots/Week	Rate	Rating			1		
Week: 10/08/12 10/14/12		\$1,000.00	0.00					
E 25 8 10/02/12 10/05/12	8 News Now 5a M-F CM	5-6a	-TWTF	:30	4 \$800.00LV1	0.00 NM	4	\$3,200.00
O NICIAIC MONAL & EA	8 News Now 5a M-F							
8 NEWS NOW @ 5A Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12	-TWTF 4	\$800.00	0.00					
E 26 8 10/08/12 10/08/12		5-6a	M	:30	1 \$800.00LV1	0.00 NM	1	\$800.00
8 NEWS NOW @ 5A	8 News Now 5a M-F							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	M 1	\$800.00	0.00					
E 27 8 10/02/12 10/05/12		3-4p	-TWTF	:30	4 \$1,000.00LV2	0.00 NM	4	\$4,000.00
ELLEN	Ellen							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12	 	\$1,000.00	0.00					
E 28 8 10/08/12 10/08/12	Ellen CM Ellen	3-4p	M	:30	1 \$1,000.00LV2	0.00 NM	1	\$1,000.00
ELLEN	LIGH							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12		\$1,000.00	0.00	.00	4 040 000 001 144	0.00 1/14		£40.000.00
E 29 8 10/08/12 10/08/12	Mon 10-11p CM Hawaiii Five-O	10-11p	M	:30	1 \$12,000.00 LV1	0.00 NM	1	\$12,000.00
HAWAII FIVE O	Hattam 1100-0							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12 10/14/12 E 30 8 10/04/12 10/04/12		\$12,000.00 8-9p	0.00 T	:30	1\$18,000.00LV1	0.00 NM	1	\$18,000.00
E 30 0 10/04/12 10/04/12	Big Bang / 2 1/2 Men	0-3p	•	.50	1 \$10,000.00241	0.00 14111		Ψ10,000.00
BIG BANG/TWO & A HALF								
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$18,000.00	Rating 0.00					
E31 8 10/02/12 10/02/12		9-10p	-T	:30	1 \$25,000.00 LV1	0.00 NM	1	\$25,000.00
	NCIS: LA	•						•
NCIS Start Date End Date	Weekdays Spots/Week	Data	Rating					
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12		<u>Rate</u> \$25,000.00	0.00					
E 32 8 10/06/12 10/07/12	8 News Now 11p Sa/SuCM	11-1135P	SS	:30	1 \$1,100.00LV2	0.00 NM	1	\$1,100.00
8 NEWS NOW @ 11P	8 News Now Sa/Su 11p							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12		\$1,100.00	0.00					
E 33 8 10/02/12 10/05/12	M-Su 137-4a Overnite R6M	1.37a-4a	-TWTF	:30	2 \$50.00LV1	0.00 NM	2	\$100.00
OVERNIGHT ROS	Overnight Rotator	(1:37 XM-4:0	0 XM)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12	-TWTF 2	\$50.00	0.00		· · · · · · · · · · · · · · · · · · ·			
N34 8 10/03/12 10/03/12	Wed 9-10p CM CSI	9-10p	W	:30	1 \$12,700.00LV1	0.00 NM	1	\$12,700.00
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12	W 1	\$12,700.00	0.00			T-4-1		0444 550 05
					1	Totals	68	\$141,550.00